



Scam Survivor Day Press Conference Tips

Pick the date, time, and location. Confirm that you will have chairs, a podium and that the lighting/sound is good for TV cameras and TV/radio microphones.

Decide who you want to invite and confirm each speaker. If you are inviting elected officials, be advised they may send someone from their office to represent them. You can decide if you are comfortable with the rep speaking at the press conference. Also, be mindful of the election cycle and that some elected officials could be running for re-election. The **media may want to talk to your speaker about something off-topic.** Make it clear to the media that, if this is the case, they need to wait until after the event is over. If the subject is controversial, make sure the camera is not shooting in the direction of your logos/backdrop.

If your event includes the participation of scam survivors, please make sure they are comfortable in a press conference setting, with multiple cameras and microphones on them. Ask if they are willing to be photographed and/or interviewed by the media. (See “*Guidance for Working With Survivors and Media*” doc in the *Scam Survivor Day Event Toolkit*.) **Be prepared to pivot if they decide they are not comfortable speaking at the press conference.**

Draft a media advisory and send it to your contacts at least three times before the event, including the morning of, as a reminder. If you want the public to attend, do outreach via newsletter and social media as well.

Day of event

- Designate an area for media to set up.
- Have copies of the press release and any other materials available.
- **Spend time with the media to gauge their expectations.** If they want to talk off-topic, again, tell them that it will have to wait until the end.
- **Have an agenda** for all speakers so they know the order, who is the emcee, etc.
- Start the press conference by introducing all speakers in order.
- Stick to a script but deliver your message concisely, staying on topic. Talking points help. Use visuals if possible.
- For Q&A, **prepare for all possible questions and scenarios.** If you don’t have an immediate answer, commit to following up.

Follow up

- Send the press release to any media that did not show up at the press conference.
- If you took photos and have print publications, send the release along with photos and captions.
- If you have follow-up answers to a reporter’s question, make sure to send them as soon as possible.